

LEO BURNETT U.S.A.

Ad No. 110000000000 BASIC LONG CIGARETTE—LONG 4 1/2 in. Reg. No. 63000—Page 4 color—Blunt—90% + 10% nicotine—National Magazines, 1974

140

Your Basic Long cigarette.



Double-Aged Tobacco
makes your
Basic 100's long on flavor
and short on tar. Just 9 mg tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually too full flavored for today's smoker.



Basic Basic psychologist
"What do I mean by great taste
and low tar? What we've tried
to do is to give you a pack
of great taste and low tar."

That's the Basic idea. Double-Aged

Tobacco. With only 9 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 9 mg tar.
Also Available in King Size.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 9 mg "tar," 0.5 mg nicotine—
100's: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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